



Collegiate Risk Management

Serving the Health Insurance Needs of Students

March 20, 2012

Dear Sir or Madam,

My name is Vonda White and I am the Founder and CEO of Collegiate Risk Management. It is my pleasure to recommend Deanna DeRosa, who has been the Web Content and Community Manager for my company since February 2011.

Ms. Deanna DeRosa does online marketing for Collegiate Risk Management and Success Against the Odds. She successfully manages the social media and blog communities while also managing the website content, email marketing and getting traffic to the website. Deanna has the ability to successfully handle multiple tasks and projects on a daily basis. She can think, plan and execute resourcefully with minimal supervision. At the same time, she performs well with meeting deadlines, reaching goals, taking direction and working on a project with her fellow co-workers. Deanna has creative ideas and the capability of developing the appropriate strategy and implementing the campaign from start to finish, like the Orphan Helpers charity campaign on the Success Against the Odds Facebook page in December 2011.

A responsible and driven individual, Deanna has proven to be a valuable member on my team. Ms. DeRosa possesses strong writing and oral communication skills and has a real thirst for knowledge. She understands the importance of staying current on the latest industry trends, expanding her skills set, understanding our target market and establishing a long-lasting relationship with our web social community.

Deanna's positive attitude, professional manner and upbeat energy make her enjoyable to have around. I can honestly say that Deanna's abilities and anticipations will lead her to a bright future. Any organization would benefit with Deanna, which is why I confidently recommend her to any company or organization.

If you would like any additional information about Deanna DeRosa, please feel free to contact me at 1-800-922-3420.

Sincerely,

Vonda White
Founder and CEO of Collegiate Risk Management
Success Coach and Author of Success Against the Odds